



Determining the
relevance and the
truthfulness of the
ideas presented in
the material viewed



Objectives:

1. Recognize qualities that pertain to the relevance and truthfulness of a given material.
2. Analyze and provide the relevance and truthfulness of the material provided.
3. Appreciate the relevance and truthfulness of the material given.

Questions:

- ▶ If you were in the shoes of Josefa, would you feel the same way? Why or why not?
- ▶ Do you think there is relevance or connection to the issue that Josefa and her family are facing in today's national and global situation? Explain your answer.
- ▶ When can you say that a certain idea is relevant and validates the truth?

► To be able to determine the relevance and truthfulness of the ideas presented in the material viewed or read, the following aspects are to be considered. The ideas or concept presented in the material viewed or read is said to be relevant if:

1. It provides useful information concerning a given question of interest.
2. It relates to the matter at hand; connects to a certain happening of a society or group of people.
3. It is applicable to the current situation or to a particular issue.
4. It is useful in any particular field and satisfies the needs of the user.

► To verify how truthful the ideas are from any material or information, we need to:

1. Confirm the reliability of the source (online/printed). Do not rely on one source, instead, check other basis or references.
2. Check the credibility and background of the persons/organizations/contributors of the ideas and information and the one who finances them, especially a website.
3. Review the details and grammar of the content.
4. Choose reliable sources of content/material or to a research- based information.
5. Be cautious of clickbait/unbelievable headlines and persuasive/ influential content.
6. Look for experts with different perspectives.

Categories of Information Disorders

A handbook by Claire Wardle and Hossein Derakhshan of unesco.org highlights the following terms:

- ▶ **Misinformation** - provides false connection or incorrect information and misleading content; information that is false, but not created with the intention of causing harm (e.g. someone posting an article containing now out of date information but not realizing it).
- ▶ **Disinformation** - false context or false deliberately and often covertly spread (as by the planting of rumors) in order to influence public opinion or obscure the truth, imposter content, manipulated and, fabricated content; information that is false and deliberately created to harm a person, social group, organization or country (e.g. a competitor purposely posting false statistics about your organization with an intent to discredit you)

- ▶ Mal-information - has some leaks, harassment, and hate speech; information that is based on reality, used to inflict harm on a person, organization or country (e.g. someone using a picture of a dead child refugee (with no context) in an effort to ignite hatred of a particular ethnic group they are against).

► Seven Types of Mis- and Disinformation

According to the First Draft's Essential Guide to Understanding Information Disorder released in October 2019, here is a list to ponder before considering and confirming the truthfulness of any material

1. Satire or parody - If the article or material shows imitation and irony out of a certain topic or issue. It has no intention to cause harm, but it has the potential to fool
2. False connection- When headlines, visuals, or captions don't support the content
3. Misleading content -When it uses misleading information to frame an issue or individual.
4. False context - When genuine content is shared with false contextual information.
5. Imposter content - When genuine sources are impersonated
6. Manipulated content - When genuine information or imagery is manipulated to deceive.
7. Fabricated content - New content is provided that is 100% false, designed to deceive and do harm

Criteria

- ▶ Storytelling- 40%
- ▶ Cinematography- 30%
- ▶ Editing and Sound Design- 20%
- ▶ Originality and Impact -10%